

SENATE BILL 3735

By Herron

AN ACT to amend Tennessee Code Annotated, Title 47,  
Chapter 18 and Title 55, Chapter 17, relative to  
consumer protection.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE:

SECTION 1. Tennessee Code Annotated, Section 47-18-120, is amended by deleting subdivision (c)(4) in its entirety and by adding the following language as a new, appropriately designated subdivision in subdivision (c)(3):

( ) Uses or makes statements or representations relative to a prize or travel service in the main, primary or emphasized portion of the text of a solicitation, promotion, advertisement or other offering that are contradicted in a disclosure that is inconspicuous, concealed, not noticeable, not easily readable, hidden, presented in small or fine print, or otherwise obscure;

SECTION 2. This act shall take effect July 1, 2012, the public welfare requiring it.